

In the Claims:

Please amend the claims as indicated below. This listing of claims replaces all prior versions.

1-8. (canceled)

9. (currently amended) A computer arrangement, comprising:

a database for use with a virtual environment, the database being a repository for information about respective ~~innovative~~ aspects of unique interactions of respective users with the environment; and

at least one computer programmed to

detect an innovative aspect in an interaction of a user with the environment, the innovative aspect being distinguishable from the unique interaction;

in response to detecting an innovative aspect, register information that characterizes a unique interaction; and

provide the user with a benefit from the registration of the information as consideration to the user for the unique interaction.

10. (canceled)

11. (new) The computer arrangement of claim 9, wherein the at least one computer is further programmed to record the innovative aspect as another unique interaction in the database.

12. (new) The computer arrangement of claim 9, wherein the benefit includes providing the user with an advantage useful to the user during further interaction in the environment.

13. (new) The computer arrangement of claim 9, wherein the benefit includes providing the user with a monetary award.

14. (new) The computer arrangement of claim 9, wherein the benefit includes making the information and name of the user available to other users.

15. (new) The computer arrangement of claim 9, wherein the benefit includes providing an exclusive right to the innovative aspect with respect to other users in the environment.

16. (new) The computer arrangement of claim 9, wherein the registered information about the unique interaction is conditionally available to one or more other users in the environment.

17. (new) The computer arrangement of claim 9, wherein the environment is provided by an electronic game.

18. (new) The computer arrangement of claim 9, further comprising software executable by the at least one computer.

19. (new) The computer arrangement of claim 9, further comprising software executable by the at least one computer to provide an electronic game.

20. (new) The computer arrangement of claim 19, wherein the environment is provided by the electronic game.

21. (new) The computer arrangement of claim 9, wherein the at least one computer is further programmed to compare the user interaction with the unique interactions of the database.